

## Message Text

UNCLASSIFIED

PAGE 01 MEXICO 01373 01 OF 06 141437Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W  
----- 034264

R 141343Z FEB 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6207

USDOC WASHDC

INFO ALL AMCONSULS MEXICO

UNCLAS SECTION 1 OF 6 MEXICO 1373

E.O. 11652: N/A

TAGS: BEXP, BTRA, MX

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR MEXICO FOR FY 1977

REF: STATE A-9016, STATE 005312

FOLLOWING ARE EMBASSY DRAFT CONTRIBUTIONS TO THE CCP FOR  
MEXICO FOR 1977. DRAFTS ARE FOR SECTION I, OVERVIEW, AND  
FOR 10 CAMPAIGN WORKSHEETS.

### SECTION I OVERVIEW

DEVELOPMENTS IN THE MEXICAN ECONOMY IN 1976 AND 1977 DEPEND  
HEAVILY ON WHAT HAPPENS IN THE U.S. AND WORLD ECONOMIES.  
ASSUMING THAT THE U.S. ECONOMY BEGINS TO RECOVER IN THE  
SECOND HALF OF 1975, AND WORLD OIL PRICES REMAIN STABLE OR  
INCREASE, MEXICO'S ECONOMIC FUTURE IS BRIGHT. INCREASINGLY  
LARGE EXPORTS OF CRUDE OIL AND REFINED PRODUCTS SHOULD  
ENABLE MEXICO TO REDUCE ITS CURRENT ACCOUNT DEFICIT WHILE  
INCREASING THE IMPORTS NECESSARY TO MAINTAIN A REASONABLY  
HIGH REAL GROWTH RATE. REAL GROWTH RATES OF ABOUT 6 PER-  
CENT SHOULD BE FEASIBLE IN THIS SCENARIO. IF BUDGET  
EXPENDITURES ARE KEPT UNDER STRICT CONTROL IN 1975,  
INFLATIONARY PRESSURES SHOULD DECLINE, AND PRICE INCREASES  
IN 1976 AND 1977 MAY BE KEPT BELOW 10 PERCENT. IF MEXICO'S  
INCREASED ATTENTION TO AGRICULTURE PAYS OFF, THE TRADE  
DEFICIT IN FOODSTUFFS MAY DECLINE LEAVING MORE MONEY FOR  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 01373 01 OF 06 141437Z

IMPORTS OF CAPITAL GOODS.

SHOULD THE U.S. ECONOMY ENTER INTO A PERIOD OF PROLONGED STAGNATION, MEXICO WILL BE FACED WITH DIFFICULT ECONOMIC POLICY DECISIONS. STAGNANT EARNINGS FROM EXPORTS OF GOODS AND TOURISM MAY INDUCE MEXICAN OFFICIALS TO TAKE STEPS TO REDUCE IMPORTS AND THE RATE OF GROWTH. HOWEVER, IN LIGHT OF THE PRESENT ADMINISTRATION'S DETERMINATION TO MAINTAIN A REAL RATE OF GROWTH IN EXCESS OF THE RATE OF POPULATION GROWTH (3.5), IT IS LIKELY THAT MEXICO WOULD INCREASE ITS EXTERNAL BORROWING AND MAINTAIN A REASONABLY HIGH RATE OF GROWTH OF IMPORTS.

ON BALANCE, THE PROSPECTS FOR CONTINUED GROWTH OF MEXICO'S ECONOMY AND ITS DEMAND FOR IMPORTS APPEAR GOOD EVEN IN LIGHT OF A CONTINUED SLOWDOWN IN AGGREGATE WORLD OUTPUT.

CAMPAIGN WORKSHEET #1 FY77: FOOD PROCESSING AND PACKAGING EQUIPMENT

CAMPAIGN MANAGER: ROBERT A. KOHN

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY 1977. IT IS ONE OF MEXICO'S MOST IMPORTANT INDUSTRIES AND ONE LARGELY DOMINATED BY U.S. FIRMS.

PROJECT OBJECTIVES:

FOOD PROCESSING EXHIBITION AT TRADE CENTER, MARCH 15-18, 1977  
30 PARTICIPANTS IN GROUP TRAVEL TO FOOD & DAIRY EXPO, OCTOBER 1976  
50 PARTICIPANTS IN GROUP TRAVEL TO PMMI PACK EXPO, OCTOBER 1976  
30 PARTICIPANTS IN GROUP TRAVEL TO NATIONAL EXPOSITION FOR FOOD PROCESSORS, FEBRUARY 1977  
15 NEW U.S. FIRMS, INTRODUCED TO MEXICAN MARKET  
10 AGENCY AGREEMENTS SIGNED  
30 TRADE OPPORTUNITIES

ACTIONS

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 01373 01 OF 06 141437Z

BY DECEMBER 31:

1. UP-DATE RESEARCH FOR US TRADE CENTER EXHIBITION
2. ORGANIZE, WITH ASSISTANCE MEXICAN PACKAGING INSTITUTE, MEXICAN BUYERS GROUP TO VISIT PMMI PACK EXPO IN CHICAGO (OCTOBER 25-29)
3. ORGANIZE MEXICAN BUYERS GROUP TO FOOD & DAIRY EXPO IN ATLANTIC CITY (OCTOBER 10-14)
4. WORK WITH US TRAVEL SERVICE TO ARRANGE GROUP TRAVEL

FOR BOTH BUYER GROUPS.

5. PLACE FIRST PRESS RELEASE ON USTC EXHIBITION, WITH  
USIS ASSISTANCE
6. MAKE PERSONAL VISITS TO STIMULATE INTEREST IN FOREIGN  
BUYER SHOWS

BY MARCH 31:

1. MAKE KEY-MAN CALLS FOR EXHIBITION, DEVELOPING TRADE  
OPPORTUNITIES WHEREVER POSSIBLE
2. HOLD US TRADE CENTER EXHIBITION, VISITING ALL EXHIBITORS  
REGULARLY, NOTING THEIR REACTIONS AND ASSISTING WHEN  
NEEDED
3. MAN TRADE OPPORTUNITY BOOTH
4. ISSUE PRESS RELEASE, SECON (USIS)
5. PREPARE REPORT ON USTC SHOW
6. ORGANIZE MEXICAN BUYERS GROUP TO VISIT NATIONAL  
EXPOSITION FOR FOOD PROCESSORS IN NEW ORLEANS (FEBRUARY  
13-16)
7. WORK WITH US TRAVEL SERVICE TO ARRANGE GROUP TRAVEL

BY JUNE 30:

1. DEVELOP AND REPORT ADDITIONAL TRADE OPPORTUNITIES
2. FOLLOW-UP WITH MEXICANS WHO ATTEND EXHIBITIONS IN US

BY SEPTEMBER 30:

1. VISIT TRADE IN INTERIOR, IF FUDNS ALLOW, FOR DEVELOP-  
MENT ADDITIONAL TRADE OPPORTUNITIES
2. UP-DATE LIST OF KEY PROSPECTIVE BUYERS
3. REVIEW ALL PUBLISHED SOURCES OF INFORMATION
4. REPORT ON ANY BARRIERS TO US EXPORTS

MISSION RESOURCES REQUIRED

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 01373 01 OF 06 141437Z

PERSONNEL	PERSON DAYS
1 FSO	40
1 FSL CLERICAL	20

FINANCIAL	US DOLLARS
TRAVEL	300
REPRESENTATION	100
PRINTING AND MAILING	200
---	
	600

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 01373 02 OF 06 141508Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W  
----- 034835

R 141343Z FEB 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6208

USDOC WASHDC

INFO ALL AMCONSULS MEXICO

UNCLAS SECTION 2 OF 6 MEXICO 1373

CAMPAIGN WORKSHEET #2 FY 77: WATER PURIFICATION AND  
POLLUTION CONTROL

CAMPAIGN MANAGER: ROBERT A. KOHN

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE  
TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING  
FY 1977. MEXICO IS PAYING EVER-INCREASING INTEREST TO  
ENVIRONMENTAL IMPROVEMENT AND LARGE AMOUNTS OF CAPITAL  
WILL BE SPENT OVER NEXT DECADE IN ANTI-POLLUTION DEVICES.

PROJECT OBJECTIVES:

ENVIRONMENTAL IMPROVEMENT EXHIBITION AT TRADE CENTER,  
JUNE 20-24, 1977

30 PARTICIPANTS IN GROUP TRAVEL TO APPROPRIATE EXHIBI-  
TION IN UNITED STATES TO BE SELECTED

15 NEW U.S. FIRMS, INTRODUCED TO MEXICAN MARKET

10 AGENCY AGREEMENTS SIGNED

30 TRADE OPPORTUNITIES

ACTIONS:

BY DECEMBER 31:

1. UP-DATE RESEARCH FOR US TRADE CENTER EXHIBITION
2. LOCATE APPROPRIATE EXHIBITION IN THE UNITED STATES TO  
WHICH MEXICAN BUYER GROUP COULD BE ATTRACTED
3. WORK WITH US TRAVEL SERVICE TO ARRANGE GROUP TRAVEL  
FOR BUYER GROUP

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 01373 02 OF 06 141508Z

BY MARCH 31:

1. PLACE FIRST PRESS RELEASE ON USTC EXHIBITION (USIS)
2. MAKE PERSONAL VISITS TO STIMULATE INTEREST IN FOREIGN BUYER SHOW
3. ORGANIZE MEXICAN BUYER GROUP TO APPROPRIATE EXHIBITION IN US
4. VISIT TRADE IN INTERIOR, EXPECIALLY CITIES WITH SERIOUS POLLUTION PROBLEMS, TO STIMULATE INTEREST IN USTC EXHIBITION AND DEVELOP ADDITIONAL TRADE OPPORTUNITIES

BY JUNE 30:

1. ISSUE SECOND PRESS RELEASE (USIS)
2. MAKE KEY-MAN CALLS FOR USTC EXHIBITION, DEVELOPING TRADE OPPORTUNITIES WHEREVER POSSIBLE
3. HOLD USTC EXHIBITION, VISITING ALL EXHIBITORS REGULARLY, NOTING THEIR REACTIONS AND ASSISTING WHEN NEEDED
4. MAN TRADE OPPORTUNITY BOOTH
5. PREPARE REPORT ON USTC SHOW

BY SEPTEMBER 30:

1. DEVELOP AND REPORT ADDITIONAL TRADE OPPORTUNITIES
2. FOLLOW-UP WITH MEXICANS WHO ATTEND EXHIBITION IN US
3. REVIEW ALL PUBLISHED SHOURCES OF INFORMATION
4. REPORT ON ANY BARRIERS TO US EXPORTS

MISSION RESOURCES REQUIRED:

PERSONNEL	PERSON DAYS
1 FSO	40
1 FSL CLERICAL	20

FINANCIAL	US DOLLARS
TRAVEL	500
REPRESENTATION	100
PRINTING AND MAILING	200
---	
	800

CAMPAIGN WORKSHEET #3 FY 77: AVIONCIS AND AVIATION GROUND  
SUPPORT EQUIPMENT

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 01373 02 OF 06 141508Z

CAMPAIGN MANAGER: EDMUND M. PARSONS

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY WAS THE SUBJECT OF A TECHNICAL SEMINAR IN FY 1975 AND A PLANNED SPECIALIZED EXHIBITION IN FY 1976. THIS, THE THIRD YEAR OF THE PROJECT, WILL CONTINUE THE PROMOTIONAL EMPHASIS AND CONSOLIDATE

MARKET PENETRATION.

ACTIONS

BY DECEMBER 31:

1. CONTACT NEW MEXICAN GOVERNMENT AERONAUTIC OFFICIALS TO DETERMINE INTEREST IN NEW TECHNICAL SEMINAR. (1976 WILL SEE A CHANGE IN GOVERNMENT).
2. CONTACT U.S. MANUFACTURERS OF AVIONIC AND AVIATION GROUND SUPPORT EQUIPMENT CONCERNING PROJECTED SEMINAR.
3. EVALUATE U.S. TRADE SHOWS FOR POSSIBLE VISIT BY MEXICAN FOREIGN BUYER GROUP.

BY MARCH 31:

4. MOUNT TECHNICAL SEMINAR AT TRADE CENTER.

BY JUNE 30:

5. ASSEMBLE FOREIGN BUYERS GROUP VISIT TO U.S.
6. REVIEW AND UPDATE EARLY WARNING MAJOR PROJECT REPORTS.

RESOURCES:

PERSONNEL	PERSON DAYS
FSO/S	75
FSL CLERICAL	50
FSL PROFESSIONAL	--

FINANCIAL	US DOLLARS
TRAVEL	300
REPRESENTATION	100
PRINTING & MAILING	75
CONTRACT SERVICES	--

CAMPAIGN WORKSHEET #4, FY77: AGRICULTURAL EQUIPMENT-SEED  
ENERGIZING MACHINERY AND  
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 01373 02 OF 06 141508Z

DAIRY EQUIPMENT

CAMPAIGN MANAGER: NEWELL K. JUDKINGS

CAMPAIGN STATEMENT: ALTHOUGH THIS IS NOT A TARGET INDUSTRY IT INVOLVES AN ACTIVITY RECEIVING INCREASING ATTENTION AS MEXICO STRAINS TO BUILD ITS AGRICULTURAL PRODUCTIVITY. DURING THE INITIAL YEAR (FY 1977) THIS PROJECT WILL DEVELOP AND BEGIN TO UTILIZE THE MARKETING INFORMATION NEEDED FOR MORE EFFECTIVE AND AGGRESSIVE PROMOTION IN FY 1978 AND 1979.

ACTIONS:

BY DECEMBER 31:

1. IDENTIFY ANY TRADE BARRIERS IMPEDING SALES AND PROPOSE ANTI-BARRIER MEASURES.
2. VISIT AGRICULTURAL PROJECTS WHERE THE USE OF MODERN MACHINERY HAS BEEN IMPLEMENTED TO INSPECT THE RESULTS AND NOTE ADVANTAGES.
3. IDENTIFY APPROPRIATE U.S. AGRICULTURAL MACHINERY EXHIBITS, PLAN SUPPORT, AND REQUEST PERTINENT MATERIALS. (POSSIBLE: COLORADO PURE SEED SHOW, CALIFORNIA FARM EQUIPMENT SHOW, ELECTRIC POWER FARM EQUIPMENT SHOW, NATIONAL FARM MACHINERY SHOW).

BY MARCH 31:

1. COORDINATE WITH AGRICULTURE OFFICERS THE PURSUIT OF TRADE OPPORTUNITIES AMONG PROSPECTIVE PURCHASERS.
2. SUBMIT TWENTY TRADE OPPORTUNITIES.
3. ORGANIZE A GROUP TRAVEL PROGRAM TO A U.S. MACHINERY EXHIBIT OR TO A MODERN DAIRY OPERATION IN TEXAS. PUBLICIZE IN PRESS OR NEWSLETTER. (SEE 4 ABOVE)

BY JUNE 30:

1. CHECK LIST OF WORLD BANK AND OTHER LENDING INSTITUTIONS FOR PROSPECTIVE LEADS TO PURCHASERS.
2. CONSULT LOCAL FAO OFFICE TO DETERMINE EQUIPMENT NEEDS FOR THEIR PROGRAMS, PARTICULARLY IN DAIRY FIELD.
3. COORDINATE WITH AGRICULTURE OFFICERS OF EMBASSY POSSIBLE DISPLAY OF U.S. EQUIPMENT IN CONNECTION WITH MEXICAN LIVESTOCK SHOW.

UNCLASSIFIED

UNCLASSIFIED

PAGE 05 MEXICO 01373 02 OF 06 141508Z

4. ASSIST THREE NEW-TO-MARKET FIRMS.
5. SUBMIT TEN TRADE OPPORTUNITIES.

BY SEPTEMBER 30:

1. DEVELOP LIST OF PROSPECTIVE CLIENTS TO WHOM TELEPHONE AND PERSONAL CALLS MAY BE MADE ON A REGULAR BASIS TO SURVEY EQUIPMENT NEEDS AND TO CIRCULATE INFORMATION ON NEW MACHINERY, MATERIALS AND TECHNIQUES.
2. SUBMIT TEN NEW TRADE OPPORTUNITIES.
3. ASSIST THREE NEW-TO-MARKET FIRMS.
4. PLACE ONE ARTICLE IN THE PRESS OR THE EMBASSY NEWSLETTER REGARDING ONE NEW MACHINE, SYSTEM OR MATERIAL.
5. CONSULT WITH TRADE CENTER OFFICERS REGARDING ADVISIBILITY OF SCHEDULING A SHOW TO INCLUDE THESE INDUSTRY SUB-CATEGORIES.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 01373 03 OF 06 141534Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W  
----- 035337

R 141343Z FEB 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6209

USDOC WASHDC

INFO ALL AMCONSULS MEXICO

UNCLAS SECTION 3 OF 6 MEXICO 1373

MISSION RESOURCES REQUIRED:

PERSONNEL	PERSON DAYS
FSO/R/GS	130
FSL PROFESSIONAL	19
FSL CLERICAL	130

FINANCIAL	U.S. DOLLARS
TRAVEL	300
REPRESENTATION	100
PRINTING AND MAILING	150
CONTRACT SERVICES	600
---	
	1150

CAMPAIGN WORKSHEET #5, FY77: MINING AND PETROLEUM EQUIPMENT

CAMPAIGN MANAGER: RICHARD J. STEMPLER

CAMPAIGN STATEMENT: THE PROMOTION OF MINING AND PETROLEUM EQUIPMENT CONTINUES TO BE OF PRIMARY IMPORTANCE IN MEXICO DUE TO UPSURGE IN MINING ACTIVITY AND NEW PETROLEUM DEVELOPMENT, BOTH ON AND OFFSHORE. (AIRGRAM A-42).

BY DECEMBER 31:

1. IDENTIFY MAJOR U.S. EXHIBITIONS FOR POSSIBLE PROMOTION OF FOREIGN TRAVEL GROUPS TO U.S. (POSSIBILITIES ARE SOC. PETROLEUM ENGINEERS AIME OFFSHORE TECHNOLOGY  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 01373 03 OF 06 141534Z



CONFERENCE, LOUISIANA GULF COAST OIL EXPOSITION, ETC.)

2. CONTACT EXHIBITIONS DIRECTLY TO DETERMINE IF SUBJECTS COVERED ARE OF INTEREST TO POSSIBLE MEXICAN BUYERS AND IF NECESSARY FACILITIES ARE AVAILABLE.

3. WORK WITH US TRAVEL SERVICE, ASSOCIATIONS, CHAMBERS.

03.3/, ETC. TO PROMOTE PARTICIPATION IN U.S. TRAVEL GROUP PROGRAM.

4. ORGANIZE VISITS BY KEY U.S. SUPPLIERS TO MAJOR PROJECT SITES.

5. IDENTIFY NEW AREAS OF DEVELOPMENT IN MEXICAN MINERALS AND REPORT BY AIRGRAM.

BY MARCH 31:

1. DEVELOP AND ORGANIZE TECHNICAL SEMINAR ON SOME ASPECT OF MINERAL DEVELOPMENT.

2. ENCOURAGE U.S. ATTENDANCE AT MEXICAN CONVENTION OF MINING AND PETROLEUM ENGINEERS.

3. PREPARE INDUSTRIAL OUTLOOK REPORT ON PETROLEUM (CERP).

4. ORGANIZE MEXICAN ATTENDANCE AT U.S. EXHIBITION.

5. SCHEDULE REPRESENTATIONAL FUNCTION FOR THOSE WHO ATTENDED U.S. EXHIBITION.

6. MAKE FOLLOWUP REPORT ON REACTIONS OF ATTENDEES.

BY JUNE 30:

1. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.

2. DEVELOP AND SUBMIT MARKET SURVEY ON MINING AND PETROLEUM EQUIPMENT.

BY SEPTEMBER 30:

1. PREPARE INDUSTRIAL OUTLOOK REPORT ON MINERALS (CERP).

2. DEVELOP AND REPORT 10 TRADE OPPORTUNITIES.

PERSONNEL	PERSON DAYS
-----------	-------------

FSO	100
-----	-----

FSL PROFESSION	60
----------------	----

FSL CLERICAL	100
--------------	-----

FINANCIAL	U.S. DOLLARS
-----------	--------------

TRAVEL	700
--------	-----

REPRESENTATION	300
----------------	-----

PRINTING AND MAILING	75
----------------------	----

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 01373 03 OF 06 141534Z

---

1075

CAMPAIGN WORK SHEET #6, FY77: FORESTRY PRODUCTS AND WOOD  
WORKING EQUIPMENT

CAMPAIGN MANAGER: J. GUY GWYNNE

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE SIX TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY 1977. THE MEXICAN FORESTRY PRODUCTS AND WOODWORKING INDUSTRY IS PRESENTLY REALIZING ONLY A SMALL PART OF ITS POTENTIAL. WITHIN THE NEXT FEW YEARS, THIS INDUSTRY SHOULD PROGRESS FROM A RELATIVELY MINOR ONE TO A MAJOR COMPONENT OF THE MEXICAN ECONOMY. MOST OR ALL OF THE EQUIPMENT FOR THIS MAJOR INDUSTRIALIZATION ENTERPRISE COULD COME FROM THE UNITED STATES.

PROJECT OBJECTIVES:

- 50 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET
- 50 AGENCY AGREEMENTS SIGNED
- 50 MILLION DOLLARS INCREMENTAL U.S. EXPORTS
- 50 ADDITIONAL U.S. FIRMS EXHIBITING PRODUCTS IN MEXICO
- 300 ADDITIONAL REPRESENTATIVES OF MEXICAN FIRMS AND SEMI-AUTONOMOUS GOVERNMENT AGENCIES EXPOSED TO DEMONSTRATION OF U.S. PRODUCTS
- 100 NEW SALES LEADS
- 55 TRADE OPPORTUNITIES
- 25 ARTICLES PUBLISHED IN MEDIA
- 40 MEXICAN BUYERS TO TWO FORESTRY PRODUCTS AND WOODWORKING INDUSTRY TRADE FAIRS IN THE UNITED STATES.

ACTIONS:

BY DECEMBER 31:

1. COORDINATE WITH USMC MEXICO CITY, USIS MEXICO CITY, FOREST INDUSTRY AND WOODWORKING INDUSTRY TRADE ORGANIZATIONS AND AMERICAN CHAMBER OF COMMERCE MEXICO CITY, FOR COMBINED APPROACH TO PROMOTION OF U.S. FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT FOR FY 1977.
  2. DEVELOP AND REPORT 10 TRADE OPPORTUNITIES.
- UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 01373 03 OF 06 141534Z

3. ISSUE THREE ARTICLES FOR MEXICO CITY NEWSPAPERS ON U.S. (HEAVYWEIGHT AND LIGHTWEIGHT) FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT. (USIS)
4. COMMISSION MARKET STUDY: FORESTRY PRODUCTS AND WOODWORKING INSTRUMENTS MARKET IN MEXICO.
5. BEGIN RESEARCH AND PROMOTION OF MCTC SHOW: FOREST INDUSTRIES (APRIL 19-22).

BY MARCH 31:

1. FINISH KEY MAN CALLS FOR MCTC EXHIBITION.
2. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.
3. ISSUE FIVE PRESS RELEASES ON MCTC SHOW: FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT (USIS).

4. SPONSOR LECTURE SERIES AT MCTC BY U.S. AUTHORITIES ON FORESTRY PRODUCTS, SCIENCE, AND INDUSTRY.
5. COORDINATE SPONSORSHIP OF THIS WITH MC FORESTRY PRODUCTS INDUSTRY AND WOODWORKING INDUSTRY TRADE ASSOCIATION AND MCTC.

BY JUNE 30:

1. MOUNT MCTC SHOW (APRIL 19-22) OF FORESTRY INDUSTRIES PRODUCTS.
2. MAN TRADE OPPORTUNITIES BOOTH DURING EXPOSITION.
3. REPORT ON MCTC SHOW ON FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT.
4. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.
5. HOLD RECEPTION AT MCTC FOR KEY MEXICAN BUYERS ON FIRST DAY OF TC SHOW.
6. HOLD PRESS CONFERENCE OF 7 MEXICO CITY NEWSPAPERS AND LOCAL TELEVISION STATIONS, STRESSING "WAVE OF FUTURE" NATURE OF SHOW, FIRST NIGHT (MCTC, USIS, TRADE ASSOCIATION MEMBERS.)
7. ORGANIZE VISIT OF 20 MEXICAN BUYERS TO U.S. FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT TRADE FAIR IN ATLANTA (JUNE 6-8).
8. SUBMIT REPORT: MARKET FOR FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT IN MEXICO.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 01373 04 OF 06 141547Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W

----- 035605

R 141343Z FEB 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6210

USDOC WASHDC

ALL AMCONSULS MEXICO

UNCLAS SECTION 4 OF 6 MEXICO 1373

9. ISSUE THREE INSTITUTIONAL AND PRODUCT PRESS RELEASES (USIS).

BY SEPT 30:

1. MOUNT OFFSITE TC SHOW IN CIUDAD JUAREZ WITH 15 EXHIBITORS  
(USTC, AMCONGEN C.JUAREZ).

2. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.

3. ISSUE 10 INSTITUTIONAL AND PRODUCT PRESS RELEASES,  
BEFORE AND AFTER OFFSITE TC SHOW (USIS).

MISSION RESOURCES REQUIRED

PERSONNEL      PERSON DAYS

FSO/R/GS	200
FSL PROFESSIONAL	200
FSL CLERICAL	300

FINANCIAL      U.S. DOLLARS

TRAVEL	1,500
REPRESENTATION	200
PRINTING AND MAILING	500
CONTRACT SERVICES	0

CAMPAING WORK SHEET 7, FY 77: MEDICAL AND LABORATORY EQUIPMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 01373 04 OF 06 141547Z

CAMPAIGN MANAGER: J. GUY GWYNNE

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE SIX INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY 1977. MEXICO RANKS FIFTH IN THE WORLD AS A POTENTIAL MARKET FOR TOTAL U.S. EXPORTS. MEXICO IS A LARGE BUYER OF MEDICAL AND LABORATORY EQUIPMENT FROM THE U.S. WHILE THERE IS SOME DOMESTIC MANUFACTURE OF LOW-TO-MEDIUM-LEVEL TECHNOLOGY MEDICAL AND LABORATORY EQUIPMENT, MEXICO WILL CONTINUE TO IMPORT BOTH LOW-AND-HIGH-TECHNOLOGY EQUIPMENT FROM THE U.S.

PROJECT OBJECTIVES:

50 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET.  
50 AGENCY AGREEMENTS SIGNED.  
5 MILLION DOLLARS INCREMENTAL U.S. EXPORTS.  
40 U.S. SUBSIDIARY FIRMS EXHIBITING PRODJCTS IN MEXICO.  
500 ADDITIONAL REPRESENTATIVES OF MEXICAN FIRMS  
EXPOSED TO DEMONSTRATIONS OF U.S. PRODUCTS.  
300 NEW SALES LEADS.  
60 TRADE OPPORTUNITIES  
5 ARTICLES PUBLISHED IN MEDIA.

ACTIONS:

BY DEC 31:

1. COORDINATE WITH USTC MEXICO CITY, USIS MEXICO CITY, INSTRUMENT SOCIETY OF AMERICA (MEXICO CITY CHAPTER), AND AMERICAN CHAMBER OF COMMERCE MEXICO CITY, FOR COMBINED APPROACH TO PROMOTION OF U.S. MEDICAL AND LABORATORY EQUIPMENT FOR FY 1977.
2. USE LEADER GRANT PROGRAM TO BRING KEY MEXICAN BUYER FROM MEXICAN SEMI-AUTONOMOUS GOVERNMENT AGENCIES TO U.S.
3. DEVELOP 20 TRADE OPPORTUNITIES.
4. ISSUE THREE ARTICLES TO MEXICO CITY NEWSPAPERS ON U.S. MEDICAL AND LABORTATORY EQUIPMENT (USIS).

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 01373 04 OF 06 141547Z

5. CONTINUE SUPPORT AND FOLLOW-UP ACTIVITY FOR LABORATORY INSTRUMENT SHOW AT MEXICO CITY TRADE CENTER (SEPT 7-10, 1976).
6. REPORT ON LABORATORY INSTRUMENT SHOW.
7. MOUNT COMPUTERIZED CARDIAC EQUIPMENT JEEP (OCTOBER 21-23, 1976) (MCTC, USDOC).
8. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.
9. ISSUE FOUR INSTITUTIONAL AND PRODUCT PRESS RELEASES (USIS).

BY MARCH 31:

1. MOUNT MEXICO CITY TRADE CENTER SHOW OF MEDICAL EQUIPMENT (JAN 17-21, 1977).
2. MAKE KEY MAN CALLS FOR EXPOSITION.
3. MAN TRADE OPPORTUNITY BOOTH DURING EXHIBITION.
4. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.
5. HOLD RECEPTION AT MCTC FOR KEY MEXICAN BUYERS ON FIRST DAY OF TRADE CENTER SHOW.
6. REPORT ON MCTC SHOW ON MEDICAL EQUIPMENT.
7. ORGANIZE UNIVERSITY STUDENT NIGHT, EVENING AFTER TRADE CENTER MEDICAL EQUIPMENT SHOW, FOR STUDENTS OF MEXICO

CITY MEDICAL SCHOOLS.

8. ISSUE FIVE PRESS RELEASES ON SPECIAL STUDENT NIGHT  
(USIS).

9. SPONSOR LECTURE BY FOUR U.S. AUTHORITIES ON MEDICAL  
INSTRUMENTS (INSTRUMENT SOCIETY OF AMERICA MEXICO CITY)

BY JUNE 30:

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 01373 04 OF 06 141547Z

1. SUBMIT CERP: ELECTRONIC PRODUCTS AND INSTRUMENTATION  
(INCLUDES MEDICAL AND LABORATORY INSTRUMENTATION).

2. DEVELOP AND REPORT 15 TRADE OPPORTUNITIES.

3. ORGANIZE ONE BETWEEN-SHOW PROMOTION AT MCTC.

4. ISSUE THREE INSTITUTIONAL AND PRODUCT PRESS RELEASES  
(USIS).

BY SEPT 30:

1. DEVELOP AND SUBMIT MARKET SURVEY: MEDICAL EQUIPMENT.

2. (SEPT 6-8,1977) MOUNT COMPUTERIZED DIAGNOSTIC  
MEDICAL EQUIPMENT JEEP AT MEXICO CITY TRADE CENTER.

PERSONNEL	PERSON HOURS
-----------	--------------

FSO/R/GS	150
FSL PROFESSIONAL	50
FSL CLERICAL	75

FINANCIAL	U.S. DOLLARS
-----------	--------------

TRAVEL	100
REPRESENTATION	100
PRINTING AND MAILING	50
CONTRACT SERVICES	0

CAMPAIGN 8, FY 77: BUSINESS EQUIPMENT

CAMPAIGN MANAGER: DONALD J PLANTY

CAMPAIGN STATEMENT: THIS IS ONE, OF THE INDUSTRIES SCHEDULED  
FOR PRIMARY PROMOTION DURING 1977. THE SCHEDULE IS PROGRAMMED  
TO TAKE ADVANTAGE OF THE TRADE CENTER MAJOR EXHIBITION  
DURING THE SAME FISCAL YEAR. THIS CAMPAIGN WILL DRAW ON

GLOBAL MARKET RESEARCH UNDERTAKEN IN 1975 (FEB-MAY) FOR  
GUIDANCE AS TO MARKETING TECHNIQUES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 05 MEXICO 01373 04 OF 06 141547Z

PROJECT OBJECTIVES:

BUSINESS EQUIPMENT AND SYSTEMS EXHIBITION AT TC.  
25 TRADE OPPORTUNITIES  
15 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET  
15 AGENCY AGREEMENTS SIGNED  
10 NEWS RELEASES PUBLISHED IN TRADE JOURNALS AND  
DAILY PRESS  
2 MILLION DOLLARS INCREMENTAL SALES  
50 PARTICIPANTS IN GROUP TRAVEL PROGRAM TO U.S. EXHIBITIONS.

BY DEC 31:

1. STUDY AND CHOOSE FROM SCHEDULED U.S. EXHIBITIONS LIST  
APPROPRIATE SHOW TO PUBLICIZE FOR CURRENT FISCAL YEAR. (AT  
PRESENT ANNUAL SHOWS SUCH AS BUSINESS SYSTEMS PRODUCT  
WORLD, NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION THE  
TULSA BUSINESS EQUIPMENT SHOW, WILL BE STUDIED).
2. WORK WITH CHAMBERS AND ASSOCIATIONS TO DRAW UP PROGRAM  
FOR FOREIGN VISITORS TO U.S. EXHIBITIONS.
3. PLACE PRESS RELEASES ON SCHEDULED U.S. EXHIBITIONS,  
AND PUBLICIZE IN CHAMBERS AND ASSOCIATIONS.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 01373 05 OF 06 141559Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W  
----- 035894

R 141343Z FEB 75

FM AMEMBASSY MEXICO  
TO SECSTATE WASHDC 6211

USDOC WASHDC  
INFO ALL AMCONSULS MEXICO

UNCLAS SECTION 5 OF 6 MEXICO 1373

4. WORK WITH U.S. TRAVEL SERVICE IN ORGANIZING FOREIGN  
TRAVEL GROUP, SELECTING TRAVEL AGENCY TO HANDLE DETAILS.

BY MARCH 31:

1. UPDATE RESEARCH UNDERTAKEN IN 1975 IN PREPARATION FOR  
TRADE SHOW IN AUGUST, 1977.
2. VISIT MAJOR PURCHASERS OF ADVANCED BUSINESS EQUIPMENT  
AND SYSTEMS, INCLUDING LOCAL REPRESENTATIVES OF FOREIGN  
MANUFACTURERS.
3. PREPARE 5 TRADE OPPORTUNITIES.

BY JUNE 30:

1. DEVELOP AND REPORT 5 TRADE OPPORTUNITIES
2. CONTINUE VISITS TO MAJOR PURCHASERS OF ADVANCED BUSINESS  
EQUIPMENT & SYSTEMS.
3. STUDY AND REPORT ON ANY TRADE BARRIER'S TO U.S. EXPORTS  
OF ADVANCED BUSINESS EQUIPMENT & SYSTEMS.

BY SEPTEMBER 30:

1. PLACE PRESS RELEASES FOR USTC EXHIBITION IN AUGUST (USIS)
2. MAKE KEY MAN CALLS FOR USTC EXHIBITION.
3. PARTICIPATE IN USTC EXHIBITION, VISITING ALL EXHIBITORS,  
AND ASSISTING WHEN NECESSARY.
4. MAN TRADE OPPORTUNITY BOOTH, MAKING AT LEAST 10 TRADE  
OPPORTUNITIES.
5. PREPARE REPORT ON EXHIBITION.

MISSION RESOURCES REQUIRED:  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 01373 05 OF 06 141559Z

PERSONNEL	PERSON DAYS
FSO	50
FSL CLERICAL	25
FSL PROFESSIONAL	10
FINANCIAL	
U.S. DOLLARS	
TRAVEL	300
REPRESENTATION	100
PRINTING AND MAILING	50
---	
450	

CAMPAIGN WORKSHEET #9, FY77: PLASTICS PRODUCTION EQUIPMENT



CAMPAIGN MANAGER: HAL RYERSON

CAMPAIGN STATEMENT: WHILE NOT ONE OF THE PRIMARY PROMOTIONS DURING 1977, THE PLASTICS INDUSTRY IN MEXICO IS VARIED AND SHOWING SUCH A DEGREE OF GROWTH THAT IT IS FELT OF SUFFICIENT IMPORTANCE TO PRESENT ANOTHER MAJOR EXHIBITION IN NOV/DEC 1976, FOLLOWING THE SUCCESSFUL SHOW OF FEBRUARY, 1975.

PROJECT OBJECTIVES:

PLASTICS PRODUCTION EQUIPMENT EXHIBITION AT TC.  
30 TRADE OPPORTUNITIES  
15 NEW U.S. FIRMS INTRODUCED TO MEXICAN MARKETS  
15 AGENCY AGREEMENTS SIGNED  
10 NEWS RELEASES PUBLISHED IN DAILY PRESS AND TRADE JOURNALS  
3 MILLION DOLLARS INCREMENTAL SALES  
30 PARTICIPANTS IN U.S. GROUP TRAVEL PROGRAM TO U.S. EXHIBITION.

BY DECEMBER 31:

(A MAJOR EXHIBITION IS SCHEDULED FOR THE TRADE CENTER FOR THE END OF NOVEMBER, 1976. UPDATING OF BASIC RESEARCH IS PRESUMED TO HAVE BEEN COMPLETED WELL BEFORE THIS PERIOD).

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 01373 05 OF 06 141559Z

1. CONTACT ROBERT T. KENWORTH, NATIONAL PLASTICS EXPOSITION, 866 UNITED NATIONS PLAZA, NEW YORK CITY, 10017, REGARDING NATIONAL PLASTICS EXPOSITION SCHEDULED FOR CHICAGO ON DECEMBER 6-10, 1976, TO DETERMINE IF IT IS OF SUFFICIENT INTEREST TO JUSTIFY A FOREIGN TRAVEL GROUP, AND THAT NECESSARY FACILITIES WILL BE AVAILABLE FOR PROSPECTIVE PARTICIPANTS.
2. MEET WITH PERTINENT PLASTICS CHAMBERS, ASSOCIATIONS AND TRADE JOURNALS TO PUBLICIZE GROUP TRAVEL PROGRAM TO NATIONAL PLASTICS EXPOSITION IN CHICAGO DURING DECEMBER, 1976.
3. PLACE PRESS RELEASES IN LOCAL PRESS AND TRADE JOURNALS PUBLICIZING U.S. EXHIBITION.
4. WORK WITH U.S. TRAVEL SERVICE IN ORGANIZING FOREIGN TRAVEL GROUP, SELECTING TRAVEL AGENCY TO HANDLE DETAILS.
5. MAKE KEY MAN CALLS FOR PLASTICS PRODUCTION EQUIPMENT AT TRADE CENTER.
6. PARTICIPATE IN USTC EXHIBITION, VISITING ALL EXHIBITORS AND ASSISTING WHEN NECESSARY.
7. MAN TRADE OPPORTUNITY BOOTH, MAKING AT LEAST 10 TRADE OPPORTUNITIES.
8. DEVELOP AND PREPARE FINAL REPORT ON EXHIBITION.

BY MARCH 31:

1. FOLLOW UP ON GROUP TRAVEL PARTICIPANTS TO US EXHIBITION IN CHICAGO AND REPORT.
2. DEVELOP AND PREPARE 10 TRADE OPPORTUNITIES.

BY JUNE 30:

1. DEVELOP AND PREPARE 10 TRADE OPPORTUNITIES.

PERSONNEL	PERSON DAYS
FSO	75
FSL CLERICAL	75
FSL PROFESSIONAL	25

FINANCIAL	U.S. DOLLARS
TRAVEL	250
REPRESENTATION	100
---	
	350

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 01373 05 OF 06 141559Z

CAMPAIGN WORKSHEET #10, FY77: PLANT MODERNIZATION EQUIPMENT  
AND SYSTEMS.

CAMPAIGN MANAGER: HAL RYERSON

CAMPAIGN STATEMENT: THIS IS RELATIVELY NEW TERRITORY,  
BUT OF HIGH PRIORITY AS MEXICO SHIFTS EVER MORE QUICKLY INTO  
AN INDUSTRIALIZED STATE. A MAJOR TRADE EXHIBITION IS SCHEDULED  
AT USTC DURING FISCAL 1977.

PROJECT OBJECTIVES:

PLANT MODERNIZATION EQUIPMENT & SYSTEMS EXHIBITION  
AT T.C.

50 TRADE OPPORTUNITIES

30 NEW U.S. FIRMS INTRODUCED TO MEXICAN MARKET

30 AGENCY AGREEMENTS SIGNED

20 NEWS RELEASES PUBLISHED IN DAILY PRESS & TRADE  
JOURNALS.

5 MILLION DOLLARS INCREMENTAL SALES

50 PARTICIPANTS IN GROUP TRAVEL PROGRAM TO U.S.  
EXHIBITIONS.

BY DECEMBER 31:

(SINCE MAJOR EXHIBITION IS SCHEDULED FOR THE TRADE  
CENTER FOR OCTOBER 18-22, 1976, BASIC RESEARCH WILL BE  
PRESUMED TO HAVE BEEN COMPLETED, AND INITIAL CONTACTS  
MADE AMONG LOCAL TRADE CIRCLES).

1. DRAW UP LIST OF INDUSTRIAL CHAMBERS AND ASSOCIATIONS

OF IMPORTANCE TO EXHIBITION

2. WORK CLOSELY WITH ASSOCIATIONS AND CHAMBERS TO EXPLAIN PURPOSES OF TC EXHIBITION AND OBTAIN, WHEREVER POSSIBLE, PRESS RELEASES IN TRADE PUBLICATIONS.
3. WORK WITH TC AND WASHINGTON TO OBTAIN HIGH QUALITY SEMINAR TO ACCOMPANY EXHIBITIONS.
4. THROUGH HELP OF USIS MAKE PRESS RELEASES ANNOUNCING SHOW.
5. MAKE KEY MAN CALLS FOR USTC EXHIBITION.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 01373 06 OF 06 141615Z

46

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 /018 W  
----- 036267

R 141343Z FEB 75  
FM AMEMBASSY MEXICO  
TO SECSTATE WASHDC 6212  
USDOC WASHDC  
INFO ALL AMCONSULS MEXICO

UNCLAS SECTION 6 OF 6 MEXICO 1373

6. PARTICIPATE IN USTC EXHIBITION, VISITING ALL BOOTHS TO SAMPLE REACTION AND ASSISTING WHEN NECESSARY.
7. MAN TRADE OPPORTUNITY BOOTH, MAKING AT LEAST 20 TRADE OPPORTUNITIES.
8. PREPARE REPORT ON EXHIBITION.

BY MARCH 31:

1. STUDY AND SELECT APPROPRIATE U.S. EXHIBITION FOR GROUP TRAVEL PROGRAM.
2. PUBLICIZE U.S. EXHIBITION VIA LOCAL PRESS AND TRADE JOURNALS, PLUS VISIT TO KEY FIRMS, ASSOCIATIONS AND CHAMBERS.
3. WORK WITH USTS IN ORGANIZING FOREIGN TRAVEL GROUP, SELECTING TRAVEL AGENCY TO HANDLE DETAILS.
4. PREPARE 10 TRADE OPPORTUNITIES.

BY JUNE 30:

1. PREPARE 10 TRADE OPPORTUNITIES.
2. FOLLOW UP ON GROUP TRAVEL EXPEDITION TO U.S. AND

REPORT.

BY SEPTEMBER 30:

1. PREPARE 10 TRADE OPPORTUNITIES.

PERSONNEL	PERSON DAYS
FSO	50
FSL CLERICAL	25
FSL PROFESSIONAL	10
UNCLASSIFIED	

UNCLASSIFIED

PAGE 02 MEXICO 01373 06 OF 06 141615Z

FINANCIAL	U.S. DOLLARS
TRAVEL	500
REPRESENTATION	100
PRINTING AND MAILING	50

---

650

JOVA

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MEXICO01373  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750054-0977  
**From:** MEXICO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750242/aaaablkl.tel  
**Line Count:** 1056  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 20  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE A-9016, STATE 005312  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 MAY 2003 by RuthemTJ>; APPROVED <20 JAN 2004 by CunninFX>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COUNTRY COMMERCIAL PROGRAM FOR MEXICO FOR FY 1977  
**TAGS:** BEXP, BTRA, MX  
**To:** STATE COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006